



SIZE	W X H	1 DAY	1 WK	6 WK	13 WK	26 WK	52 WK
Full	10.00" x 16.00"	\$2,705	\$4,070	\$3,249	\$2,593	\$1,726	\$1,160
3/4 Horizontal	10.00" x 11.96"	\$2,487	\$3,662	\$2,929	\$2,342	\$1,559	\$1,039
Junior	7.46" x 11.96"	\$2,343	\$3,468	\$2,810	\$2,246	\$1,496	\$1,005
1/2 Horizontal	10.00" x 7.92"	\$2,197	\$3,295	\$2,636	\$2,101	\$1,402	\$938
1/2 Vertical	4.92" x 16.00"	\$2,197	\$3,295	\$2,636	\$2,101	\$1,402	\$938
1/4 Square	4.92" x 7.92"	\$1,428	\$2,104	\$1,770	\$1,372	\$908	\$602
1/4 Horizontal	10.00" x 3.88"	\$1,428	\$2,104	\$1,770	\$1,372	\$908	\$602
1/4 Vertical	2.38" x 16.00"	\$1,428	\$2,104	\$1,770	\$1,372	\$908	\$602
3/16 Square	4.92" x 5.20"	\$1,183	\$1,773	\$1,426	\$1,124	\$753	\$495
1/8 Square	4.92" x 3.88"	\$945	\$1,310	\$1,038	\$826	\$551	\$362
1/8 Vertical	2.38" x 7.92"	\$945	\$1,310	\$1,038	\$826	\$551	\$362
1/16 Horizontal	4.92" x 1.85"	\$536	\$796	\$634	\$509	\$337	\$214
1/16 Vertical	2.38" x 3.88"	\$536	\$796	\$634	\$509	\$337	\$214

Premium Positions

Front Page Strip	10" x 2"	\$1,607	\$2,007	\$1,607	\$1,405	\$1,193	\$1,000
Double Truck Banner	3.88" x 21"	\$2,641	\$3,909	\$3,168	\$2,532	\$1,686	\$1,163

* Rates are per day or week. Same ad must run each day of the week on 5 consecutive days.

* Preferred Position: Earned frequency + 15%

* Color Charges are net: One day \$250 four-color
Five days \$500 four-color

ROP Space Deadline: 10 a.m., two business days prior to publication

ROP Materials Deadline: Noon, two business days prior to publication

Rates are net. Payment in advance is required by out-of-state customers and for ads under \$500. Credit checks are required for ads over \$5,000. We accept Visa/MC/AMEX.

Preprinted Insert Rates

SIZE	1 TIME	7 TIMES	13 TIMES
1 Page	\$161	\$146	\$85
3-10 Pages	\$146	\$125	\$99
11-20 Pages	\$154	\$137	\$115

Rates are per 1,000 inserts.